



# Arizona Department of Education

## **External Customer Satisfaction Survey Report**

**Fiscal Year 2014**

**(July 2014)**

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## **Executive Summary**

This was the fourth year for the ADE (Annual) External Customer Survey process. In the spirit of continuing to be more efficient, less intrusive, and to provide even more valuable feedback, the 2014 survey process began in October 2013 and continued through May 2014.

The enclosed report is a summary of survey results. The purpose of these assessments was to measure external customer satisfaction on current ADE services, and to identify issues, problems and opportunities for improvement from our external customers' perspective. These assessments are a critical component in guiding the Department to achieve "Knock Your Socks Off" (KYSO)<sup>1</sup> service in the following value-added components of service:

1. Service response is timely
2. Communication is complete and effective
3. Staff work collaboratively
4. Staff display a high level of content knowledge
5. Technical assistance and monitoring feedback help with understanding of requirements
6. Materials/data provided are accurate

The areas noted above were rated on a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, respondents were asked to provide an overall satisfaction rating, with the following scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1). A detailed listing of overall satisfaction ratings by program is provided in this report. Since delivering "Knock Your Socks Off Service" (KYSO) is integral to ADE's vision, a "Net Top Box" rating (the percent rating services "Poor"—assigned value of 1, subtracted from the percent rating services "Outstanding"—assigned value of 5) is also provided.

Summary reports of survey results for each program have been sent to program area managers for review and problem-solving with staff.

## **Survey Process**

To encourage candid feedback, survey results were returned to Organizational Development staff; not staff in the program areas reviewed. No specific school(s) identifiers were revealed to program staff. Some demographic information (e.g. whether responders represented a district or charter school) was requested to help us focus improvement efforts identified through the survey.

Quantitative results and sanitized comments were summarized into reports for each program, and forwarded to program management with the recommendation that they review with staff and develop action plans to address feedback.

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<sup>1</sup> Performance Associates, Inc; *Delivering Knock Your Socks Off Service*, (New York: AMACON, 2007)

**Data Collection Process**

Between October 2013 and May 2014, 41 confidential, online, program-specific surveys were distributed to ADE external customers. The purpose of these assessments was to measure external customer satisfaction in order to identify issues, problems and opportunities for improvement from our external customers' perspective.

Respondents were asked to provide feedback (closed and open-ended) on aspects of program-specific ADE services, using the previously referenced five-point scales for closed-ended items. To ensure that meaningful improvements are appropriately targeted, respondents were also asked to provide demographic information on type of institution represented, county grouping, size, and designation. Depending on the Program being surveyed, additional information was requested, such as role, responsibility, etc. These questions were customized by program and were optional response opportunities.

**Data Presentation**

The aggregated responses from all surveys to "Overall Satisfaction with ADE" are presented in a chart comparing 2013 and 2014 "Net Top Box" - NTB (percent rating "Poor" subtracted from percent rating "Outstanding"). Additionally, a chart showing the distribution of ratings for 2014 is provided.

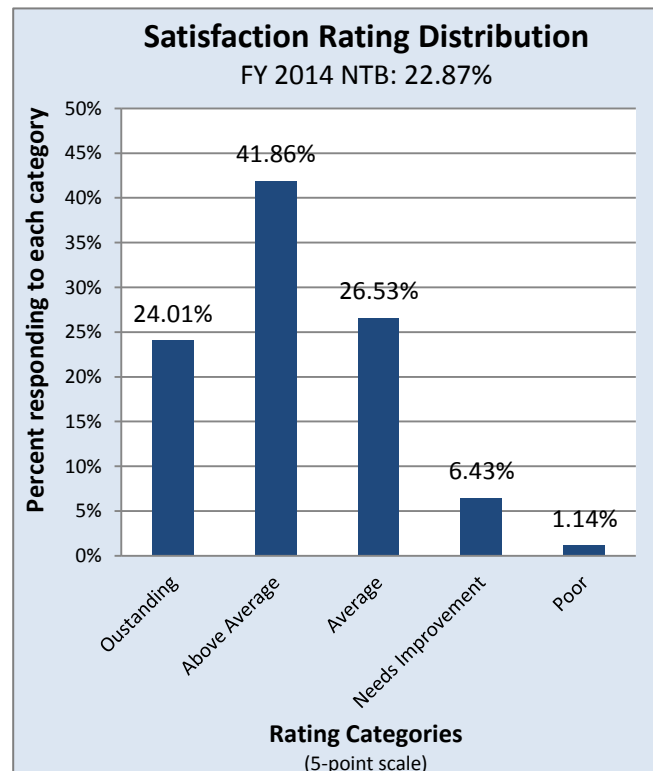
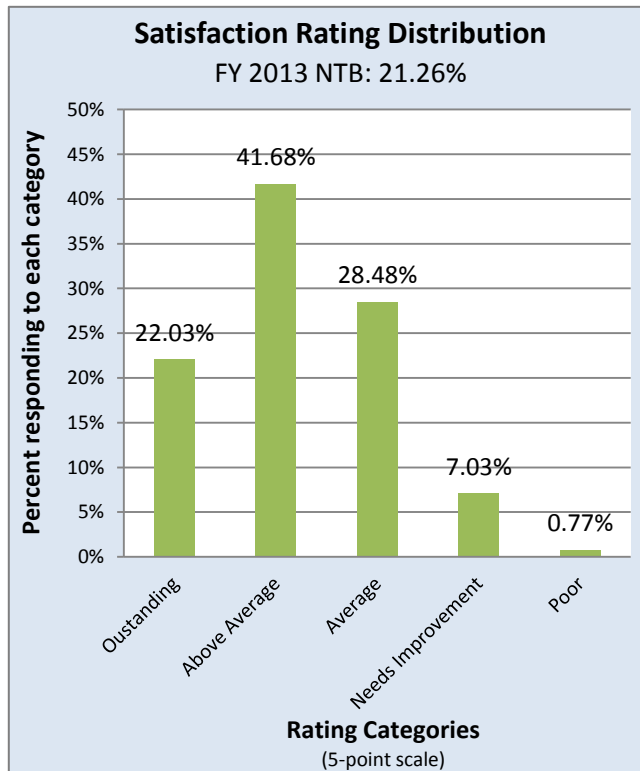
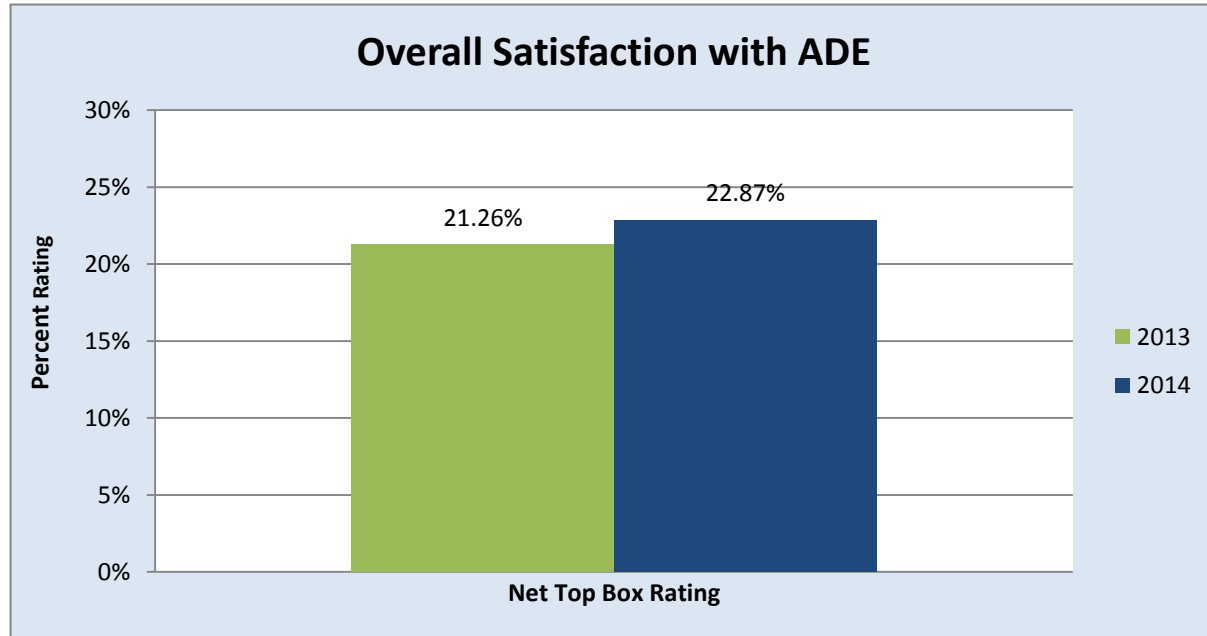
Page 6 presents NTB and average ratings summary of:

1. Programs achieving 45% or higher NTB, with a 30% or more response rate
2. Programs with most improved NTB, with a 30% or more response rate

An overview of 2013 and 2014 comparison ratings for all programs surveyed in 2014 is provided on pages 7 and 8.

**ADE “Net Top Box” (NTB) Rating:**

(Percent rating services “Poor”—assigned value of 1, subtracted from the percent rating services “Outstanding”—assigned value of 5)



## **ADE-Wide (All Programs) Results Highlights**

Respondents were asked to rate each Program service in terms of timeliness, effectiveness of communication, collaboration, content knowledge, technical assistance and monitoring (if applicable), accuracy, and overall satisfaction. Program areas with the highest overall satisfaction ratings, and with the most improvement are presented below, in both Net Top Box rating, and average rating formats.

### **Programs achieving 45% or higher NTB rating, with at least 30% response rate:**

#	Division/Program	Unit "Net Top Box" Rating		Unit Overall Satisfaction Average		Response Rate
		2014	2013	2014	2013	
1.	Single Audit	100%	-	5.00	-	40%
2.	Innovative Learning	70%	50%	4.65	4.42	40.8%
3.	AIMS	60.90%	58.77%	4.52	4.48	38.7%
4.	21 <sup>st</sup> Century Community Learning Center (CCLC)	58.23%	50.61%	4.47	4.39	44.9%
5.	AIMS A	51.46%	50.38%	4.39	4.29	38.7%
6.	NAEP	51.11%	-	4.31	-	38.7%
7.	School Safety & Prevention	50%	48.39%	4.33	4.26	72%
8.	Summer Food Service Program	47.62%	-	4.00	-	53%
9.	AZELLA	45.70%	23.27%	4.24	3.77	38.7%

### **Most improved Programs, with at least 30% response rate:**

#	Division/Program	"Net Top Box" Improvement	Unit "Net Top Box" Rating		Unit Overall Satisfaction Average		Response Rate
			2014	2013	2014	2013	
1.	AZELLA	22.43%	45.70%	23.27%	4.24	3.77	38.7%
2.	Innovative Learning	20.0%	70%	50.00%	4.65	4.42	40.8%
3.	Native American Education	14.55%	27.59%	13.04%	3.66	3.00	31%
4.	21 <sup>st</sup> Century Community Learning Center (CCLC)	7.62%	58.23%	50.61%	4.47	4.39	44.9%
5.	Adult Education	6.25%	31.25%	25.00%	4.06	4.00	44.4%
6.	CTE	5.96%	24.71%	18.75%	3.87	3.70	34.8%

### **ADE-Wide (All Programs) Results:**

(Rated on a five-point scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1)). Programs/Units are listed by Division.

Division/Program	Unit Overall Satisfaction Average		Unit "Net Top Box" Rating		ADE Overall Satisfaction Average		ADE "Net Top Box" Rating		Response Rate	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
<b>High Academic Standards for Students</b>										
Early Childhood Education (ECE)	3.86	4.13	23.19%	38.10%	3.74	3.84	20.29%	21.50%	11.9%	44.8%
Office of English Language Acquisition Services (OELAS)	4.17	3.83	39.15%	24.69%	3.92	3.59	26.38%	12.66%	20.6%	21.7%
K-12 Academic Standards	4.35	3.69	39.58%	16.39%	3.98	3.49	22.45%	12.35%	25.3%	26.7%
<b>High Quality Assessments and Adult Education</b>										
AIMS	4.52	4.48	60.90%	58.77%	3.96	4.03	27.16%	31.89%	38.7%	52.0%
AIMS-A	4.39	4.29	51.46%	50.38%	3.96	3.99	27.16%	30.77%	38.7%	41.0%
AZELLA	4.24	3.77	45.70%	23.27%	3.96	3.63	27.16%	15.12%	38.7%	42.0%
NAEP and international assessments^	4.31	-	51.11%	-	3.96	-	27.16%	-	38.7%	-
NCSC Pilot Test^	4.08	-	36.84%	-	3.96	-	27.16%	-	38.7%	-
PARCC Field Test^	3.30	-	12.12%	-	3.96	-	27.16%	-	38.7%	-
Adult Education	4.06	4.00	31.25%	25.00%	3.94	3.82	31.25%	17.65%	44.4%	80.0%
<b>Highly Effective Schools</b>										
School Safety & Prevention	4.33	4.26	50.00%	48.39%	4.13	3.81	45.16%	16.13%	72.0%	62.0%
Migrant Education	4.33	4.37	42.59%	56.67%	3.93	3.97	32.14%	35.48%	60.2%	49.0%
Homeless Education	4.60	4.61	66.09%	65.73%	4.21	3.97	46.20%	28.47%	23.6%	29.0%
Native American Education	3.66	3.00	27.59%	13.04%	3.62	3.42	20.69%	4.17%	31.0%	54.5%
21 <sup>st</sup> Century Community Learning Centers (CCLC)	4.47	4.39	58.23%	50.61%	4.28	4.01	46.88%	32.90%	44.9%	60.8%
Exceptional Student Services (ESS)	3.74	3.99	20.80%	30.21%	3.58	3.63	11.20%	15.79%	29.7%	39.6%
Career & Technical Education (CTE)	3.87	3.70	24.71%	18.75%	3.66	3.47	15.51%	9.33%	34.8%	32.4%
AZ LEADS (Leadership Development)	4.47	4.70	60.47%	73.42%	4.21	4.16	45.24%	43.04%	22.3%	64.0%
School Improvement	3.96	4.23	32.61%	40.91%	3.91	3.95	26.09%	22.73%	38.0%	52.0%
K-12 Arts Education	4.27	4.09	60.00%	40.91%	4.00	3.55	46.67%	13.64%	25.8%	38.0%
Title I	4.02	4.06	32.11%	34.51%	3.79	3.64	20.87%	15.38%	28.7%	35.5%
<b>Highly Effective Teachers and Leaders</b>										
AZ CSP (Charter Schools)	4.13	4.54	39.13%	67.86%	4.08	3.85	33.33%	33.33%	59.0%	57.0%
Certification	3.98	4.21	33.59%	44.66%	3.89	3.94	26.47%	24.27%	27.5%	44.5%
Educator Preparation	4.11	3.22	21.05%	16.67%	4.00	3.75	26.32%	25.00%	36.5%	47.0%
Effective Teachers & Leaders (Title IIA)	3.87	3.61	20.41%	12.26%	3.69	3.51	14.42%	5.30%	21.0%	24.5%

Division/Program	Unit Overall Satisfaction Average		Unit "Net Top Box" Rating		ADE Overall Satisfaction Average		ADE "Net Top Box" Rating		Response Rate	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
<b>Health and Nutrition Services</b>										
CACFP – Family Day Care	3.07	3.95	0%	45.45%	3.00	3.92	0%	38.46%	53.8%	100%
CACFP – Day Care Center Sponsors	4.08	4.21	37.11%	43.40%	3.98	4.10	26.72%	34.94%	20.40%	39.7%
School Health Programs	3.89	3.74	21.97%	20.38%	3.92	3.59	26.12%	17.24%	25.1%	3.5%
Summer Food Service Program^	4.00	-	47.62%	-	3.90	-	38.10%	-	53.0%	-
School Nutrition Programs	4.22	4.16	44.25%	40.74%	4.10	4.15	35.77%	39.46%	20.8%	43.0%
Food Distribution	4.27	4.32	44.92%	45.45%	4.10	4.15	35.77%	39.46%	20.8%	43.0%
Finance & Operations	4.17	4.15	39.36%	37.09%	4.10	4.15	35.77%	39.46%	20.8%	43.0%
<b>Business and Finance</b>										
Single Audit (External)^	5.00	-	100%	-	4.50	-	50.00%	-	40.0%	-
ADM Audit^	4.00	-	33.33%	-	-	-	-	-	33.3%	-
<b>Innovative Learning</b>	4.65	4.42	70.00%	50.00%	4.30	4.00	50.00%	33.33%	40.8%	52.0%
<b>Research &amp; Evaluation (R &amp; E)</b>	3.71	3.59	15.24%	11.17%	3.60	3.51	12.04%	9.77%	16.6%	28.5%
<b>Empowerment Scholarship Account (ESA)</b>	4.68	4.23	73.17%	45.16%	4.30	3.87	51.16%	33.33%	20.3%	32.0%
<b>Grants Management</b>	3.81	3.77	21.57%	20.75%	3.74	3.54	18.26%	7.03%	28.0%	23.0%
<b>Office of the Superintendent</b>	3.19	3.68	2.86%	14.46%	3.25	3.54	4.72%	7.03%	24.4%	23.0%
<b>School Finance</b>	3.62	3.69	17.37%	12.99%	3.57	3.54	12.18%	7.03%	18.7%	23.0%
<b>Information Technology (IT)</b>	3.50	3.59	14.10%	15.79%	3.36	3.54	6.17%	7.03%	8.0%	23.0%
<b>ADE</b>	<b>3.81</b>	<b>3.77</b>	<b>22.87%*</b>	<b>21.26%*</b>						

^ New survey for 2014, no prior year data available

\* Aggregated rating of ADE by diverse educators responding to 41 program-specific surveys.



## **2014—2015 (Annual) External Customer Survey Schedule**

The table below outlines the anticipated schedule for 2014—2015 External Customer Survey distribution.

<b>October 2014</b>	<b>November 2014</b>	<b>December 2014</b>	<b>January 2015</b>	<b>February 2015</b>	<b>March 2015</b>	<b>April 2015</b>	<b>May 2015</b>
Empowerment Scholarship Accounts	AZCSP	Grants Management	Educator Excellence (Title IIA)	Certification	21 <sup>st</sup> CCLC	Adult Education	AIMS*
Migrant Education	School & Safety Prevention	IT	Educator Preparation	Early Childhood Education	AZLEADS	CTE	AIMS-A*
H&N Summer Food Service Program (SFSP)	Homeless Education	Accountability	OELAS	K-12 Acad. Stan. (ELA, Math, Science, Ed Tech, Soc. Stu.)	Innovative Learning	ESS	AZELLA*
Civics Engagement Program	Character Education		School Improvement	K-12 Arts Education	Title I	H&N – CACFP/Daycare	NAEP and internal assessments*
ADM Audit			ADM Audit	Office of the Superintendent (incl. Comm.)		H&N – CACFP/Family Daycare	NCSC Pilot Test*
				School Finance		H&N – School Health	PARCC Field Test*
						ADM Audit	Food Distribution **
						Single Audit	Finance & Operations **
							School Nutrition **
							Native American Education

\* Included in one Assessment survey to be sent in May to all designated Test Coordinators

\*\* Included in one Health and Nutrition Services survey to be sent in May to all designated customers